a personal database for registering the user's personal information sent from the communication terminal;

means for creating an enciphered bar code by presuming the user's tastes according to the user's personal information registered in the personal database and by specifying certain service content that suits the user's tastes; and

means for delivering image data, including the bar code, to the user's communication terminal, wherein the communication terminal comprises a storage means for storing the delivered image data and a displaying means for displaying the image data, and

wherein an information processing terminal having a bar code reader reads, using its bar code reader, the bar code contained in the image data displayed on the display means of the communication terminal, recognizes the specified user and service content according to the bar code, executes the necessary processing to provide a service according to the service content, and sends new personal information generated by the service to the server so that the new personal information is reflected in the service content for the next delivery.

27.   (Twice Amended)   The service providing system according to claim 26, wherein the server has a product information database for registering specified information according to a plurality of products,

wherein the means for creating the bar code creates an enciphered bar code to specify the user according to the user's personal information,

wherein the information processing terminal specifies the user by reading, using its bar code reader, the bar code displayed on the display means of the communication

terminal, and specifies a product selected by the user among the plurality of products with their respective bar codes displayed thereon, by reading, using its bar code reader, the bar code of the product selected by the user, and sends the bar code of the selected product as information regarding a purchased product of the user,

wherein the server registers, in the personal database, the received information about the user's purchased product and presumes the user's tastes according to a purchase history of the user so that said presumption of the user's tastes is reflected in the service content for the next delivery, and

wherein the purchase history is registered in the personal database and comprises a list of purchased products registered in the personal database.

28. (Twice Amended) A machine readable storage medium having a program stored therein for causing a computer to download data in the service providing system according to claim 26 or claim 27.

29. (New) The service providing system according to claim 27, wherein the server specifies the service content for the next delivery on the basis of the user's purchase history in the personal database, so that a better service rate will be provided with regard to products having a high purchase frequency.

30. (New) The service providing system according to claim 27, wherein the server specifies the service content for next delivery on the basis of the information, which is registered in the product information database, regarding products for which a seller wants to increase sales, and on the basis of the user's purchase history in the personal database.

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31.   (New) The service providing system according to claim 27, wherein when the received bar code of the product purchased by the user corresponds to an identification of a previously determined discount product, the server notifies the information processing terminal of a service to allow application of the discount to the price of the product purchased by the user.

32.   (New) A server for sending a bar code representing a specified service content to a communication terminal,

wherein the server comprises:

a personal database for registering a user's personal information sent from the communication terminal;

means for creating an enciphered bar code by presuming the user's tastes according to the user's personal information registered in the personal database and by specifying certain service content that suits the user's tastes; and

means for delivering image data, including the bar code, to the communication terminal, and

wherein when an information processing terminal having a bar code reader reads, using its bar code reader, the bar code contained in the image data displayed on the display means of the communication terminal, recognizes, according to the bar code, the user and the service content that suits the user's tastes, performs the processing to provide a service according to the service content that suits the user's tastes, and sends new personal information generated by the service to the server, the server updates the user's personal database on the basis of the received new personal

information of the user and specifies the service content for next delivery according to the updated new personal information of the user.

33. (New) The server according to claim 32, comprising a product information database for registering specified information according to a plurality of products, and means for creating an enciphered bar code to specify the user according to the user's personal information,

wherein when the information processing terminal specifies the user according to the bar code displayed on the display means, and specifies a product selected by the user among the plurality of products with their respective bar codes displayed thereon, by reading, with its bar code reader, the bar code of the product selected by the user, and sends the information about the product purchased by the specified user to the server, the server registers the received information about the user's purchased product in the personal database, and presumes the user's tastes according to the user's purchase history so that such presumption of the user's tastes is reflected in the service content to be delivered next time.

34. (New) The server according to claim 33, wherein the server specifies the service content for next delivery on the basis of the user's purchase history registered in the personal database so that a service rate with regard to products of high purchase frequency will be increased.

35. (New) The server according to claim 33, wherein the server specifies the service content for next delivery on the basis of the information, which is registered in the product information database, about products for which a seller wants to increase

the sales, and on the basis of the user's purchase history registered in the personal database.

36. (New) The server according to claim 33, wherein when the received bar code of the product purchased by the user corresponds to an identification of a previously determined discount product, the server notifies the information processing terminal of the service to allow the discount on the price of the product purchased by the user.

37. (New) A service providing method for providing a specified service by registering personal information of a user at a server by utilizing a communication terminal,

wherein the method comprises the steps of:

registering the user's personal information sent from the communication terminal in a personal database;

creating an enciphered bar code by presuming the user's tastes according to the user's personal information registered in the personal database and by specifying certain service content that suits the user's tastes; and

delivering image data, including the bar code, to the communication terminal,

wherein delivering comprises storing the delivered image data and displaying the image data, and

wherein an information processing terminal having a bar code reader reads, with its bar code reader, the bar code contained in the image data displayed on the display means of the communication terminal, recognizes, according to the bar code, the user

and the service content that suits the user's tastes, performs the processing to provide a service according to the service content that suits the user's tastes, and sends new personal information generated by the service to the server so that the new personal information is reflected in the service content for next delivery.

38.   (New) The service providing method according to claim 37, wherein the method comprises the step of registering specified information according to a plurality of products in a product information database, and the step of creating an enciphered bar code to specify the user according to the user's personal information,

wherein the information processing terminal specifies the user by reading, with its bar code reader, the bar code displayed on the display means, and specifies a product selected by the user among the plural products with their respective bar codes displayed thereon, by reading, with its bar code reader, the bar code of the product selected by the user, and sends information about the product purchased by the specified user to the server, and

wherein the server registers the received information about the user's purchased product, and presumes the user's tastes according to the user's purchase history so that such presumption of the user's tastes is reflected in the service content for next delivery.

39.   (New) A service providing system for providing a specified service by registering personal information of a user at a server by utilizing a communication terminal,

wherein the server comprises:

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a personal database for registering the user's personal information sent from the communication terminal;

means for creating an enciphered bar code by specifying certain service content according to the user's personal information registered in the personal database; and

means for delivering image data, including the bar code, to the user's communication terminal,

wherein the communication terminal comprises storage means for storing the delivered image data and display means for displaying the image data, and

wherein an information processing terminal having a bar code reader reads, with its bar code reader, the bar code contained in the image data displayed on the display means of the communication terminal, recognizes the specified user and service content according to the bar code, and performs processing to provide a service according to the service content.

40.   (New) A service providing system capable of conducting communications between a communication terminal and a server through a communication line,

wherein the server comprises means for creating an enciphered bar code by specifying certain service content and means for delivering image data, including the bar code, to the communication terminal, and

wherein the communication terminal comprises:

means for receiving the delivered image data;

means for storing the received image data; and

means for displaying the image data, and

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wherein an information processing terminal having a bar code reader reads, with

its bar code reader, the bar code contained in the image data displayed on the display

means of the communication terminal, recognizes the user and service content

according to the bar code, and performs processing to provide a service according to

the service content.

41. (New) A service providing system for providing a specified service at an

information processing terminal connected with a server via a network by registering

personal information of a user at the server by utilizing a communication terminal,

wherein the server comprises:

a first personal database for registering the user's personal information

sent from the communication terminal;

a second personal database for registering information about a service

utilized by the user, which information is sent from the information processing terminal;

means for creating an enciphered bar code according to the user's

personal information registered in the first personal database;

a first delivery means for delivering image data including the bar code to

the user's communication terminal; and

a second delivery means for delivering a specified service content to the

user's communication terminal,

wherein the communication terminal comprises means for storing the delivered

image data and means for displaying the image data, and

wherein the information processing terminal having a bar code reader reads the

bar code contained in the image data displayed on the display means of the